16th National Museum Publishing Seminar

Where does publishing fit in today’s museum? Will the museum of the future even have a “publications department”? At the 16th National Museum Publishing Seminar, we will continue the conversation we began in Chicago two years ago by considering the museum organization chart. What does it mean to have a “Chief Content Officer”? How do those who write interpretive labels or handle exhibition research, web design, social media, and traditional publishing all work together? And if the broadly defined goal of all these activities is to engage audiences, how can staff in diverse departments best coordinate their efforts? Sessions addressing these issues will be balanced by those that focus on traditional publishing activities, allowing newcomers to the field as well as more seasoned professionals to engage in fruitful conversation with fellow editors, designers, printers, publishers, and other experts.

The program will offer many opportunities to socialize with new and old colleagues, beginning on Thursday with a keynote address and buffet reception at the Boston Park Plaza Hotel. Following Friday’s sessions, we will travel by bus to the Peabody Essex Museum in Salem for a gallery tour and evening reception. On Sunday, the Museum of Fine Arts, Boston, will offer an optional, private tour of the Art of the Americas Wing (reservations required). As at the 2012 event, the sponsors’ gallery will be a central part of the seminar, with refreshments available between program sessions.

Experience Boston!

As the subtly rendered shoreline on this brochure cover suggests, the NMPS is traveling to Boston for the first time. Boston’s historical, artistic, and educational importance enriches its unique culture and ambiance. Our hotel stands in the heart of the historic city center—steps from the Public Garden and Boston Common—the country’s oldest public park and the starting point of the city’s famous Freedom Trail. Be sure to explore Boston’s heritage on your own, from charming Beacon Hill and Back Bay neighborhoods to the easily accessed Esplanade along the Charles River. The city abounds in museums, historic homes, and cultural institutions, and lively Harvard Square is a few subway stops from the conference on the Red Line.
Schedule

Thursday, June 12

12:00–4:15 pm
Registration
Boston Park Plaza Hotel

4:30 pm
Welcome and Keynote Address
Peter Der Manuelian
Philip J. King Professor of Egyptology
Director, Harvard Semitic Museum
Director, The Giza Project
Director, Harvard Extension School
Museum Studies Program
Harvard University

6:00–7:30 pm
Buffet reception
Boston Park Plaza Hotel

7:30 pm
Dinner with colleagues
Sign-up sheets will be available in advance at the registration desk.

Friday, June 13

8:00–9:00 am
Registration and coffee service

9:00–10:30 am
Plenary session

Content Strategy and the Museum Org Chart: Three Case Studies
Chad Coerver
Chief Content Officer, SFMOMA, Moderator and Presenter
Kathy Fredrickson
Director of Exhibition Research and Publishing, Peabody Essex Museum
Sarah Guernsey
Director of Publications, Art Institute of Chicago

10:30–11:00 am
Coffee break in sponsors’ gallery

11:00 am–12:15 pm
Concurrent sessions

Joseph Newland
Director of Publishing, The Menil Collection, Moderator
Jane Neidhardt
Managing Editor of Publications, Mildred Lane Kemper Art Museum
Sarah Robinson
Assistant Editor, The Menil Collection
Michael Worthington
Principal, Counterspace Design

From Contracts to Copyright: Legal Issues for Publishers
Kara Kirk
Publisher, Getty Publications, Moderator
Cristina Del Valle
Senior Associate Counsel,
The Metropolitan Museum of Art

Maureen Whalen
Associate General Counsel,
J. Paul Getty Trust

12:15–1:45 pm
Lunch
(list with suggestions in packet)

1:45–3:00 pm
Concurrent sessions

Digital Publishing 101:
The Complete Picture from
EPUB to App

Greg Albers
Digital Publications Manager,
Getty Publications,
Moderator

Tina Henderson
Digital Publishing Consultant
and Production Artist

Elisa Leshowitz
Director of Publisher Services,
ARTBOOK/D.A.P.

Abby Palmer
Senior Producer, Potion

Engaging the People Formerly
Known as the Audience:
Three Case Studies

Kathy Fredrickson
Director of Exhibition
Research and Publishing,
Peabody Essex Museum,
Moderator

Laurie Glover
Visual Resources Manager

Teresa O’Toole
Curatorial Coordinator
Sterling and Francine Clark
Art Institute

Teresa Lai
Senior Manager of Online
Publications, The Metropolitan
Museum of Art

Rob Stein
Deputy Director for Research,
Technology and Engagement,
Dallas Museum of Art

3:00–3:30 pm
Coffee break in
sponsors’ gallery

3:30–4:45 pm
Concurrent sessions

The Problem with
Distribution: Old Models,
New Paradigms

Johanna Halford-MacLeod
Director of Publications,
The Barnes Foundation,
Moderator

Susan Donnelly
Director of Sales and Marketing,
Harvard University Press

Donald L. Henderson
Senior Buyer, Books and Media,
Gallery Shops, National Gallery
of Art

Judy Metro
Editor in Chief,
National Gallery of Art

Where Am I? Collection
Guidebooks and the
Museum Experience

Michael Sittenfeld
Managing Editor,
The Metropolitan Museum of Art,
Moderator

Carolyn Gleason
Director, Smithsonian Books

Charles Kim
Associate Publisher,
The Museum of Modern Art

Jennifer Norman
Director of Publications,
Scala Arts Publishers, Inc.

5:00 pm
Transportation to the Peabody
Essex Museum, Salem, MA

6:00–8:00 pm
Reception and free time at
the Peabody Essex Museum

8:00 pm
Transportation back to the hotel
Schedule
Saturday, June 14

8:00–9:00 am
Coffee service in sponsors’ gallery

9:00–10:00 am
Plenary session

Pecha Kucha: Rapid-Fire Presentation of Individual Case Studies
Each presenter will be allowed to show 20 slides—but will be given only 20 seconds per slide!

10:00–10:30 am
Coffee break in sponsors’ gallery

10:30–11:45 am
Concurrent sessions

Focus on Sales and Marketing: Practical Tips for Getting Books Noticed outside the Museum
Mary DelMonico
Publisher, DelMonico Books, Moderator

Miranda Carroll
Director of Communications, Los Angeles County Museum of Art

Mark Heineke
Sales and Marketing Manager, Getty Publications

Karen Levine
Executive Editor, Prestel Publishing

Redefining “Back in Print”: Repurposing Legacy Content in the Digital Era
Kara Kirk
Publisher, Getty Publications, Moderator

Christopher Hudson
Publisher, The Museum of Modern Art

12:00–1:30 pm
Sponsors’ luncheon at the Boston Park Plaza Hotel

Guest Speaker
John Donatich
Director, Yale University Press
Pick your table based on signs that will help guide “birds of a feather” (e.g., designers, editors) to a table, enabling colleagues doing similar work to get to know each other.

1:45–3:00 pm
Concurrent sessions

Creative Collaboration: How Can Museums “Think Different”
Kathy Fredrickson
Director of Exhibition Research and Publishing, Peabody Essex Museum, Moderator

Kelli Anderson
Artist/Designer/Tinkerer, Brooklyn, New York

Lynda Roscoe Hartigan
The James B. and Mary Lou Hawkes Chief Curator, Peabody Essex Museum

David Small
Creative Director, Small Design Firm, Cambridge, Massachusetts
Money and Mission: Can the Museum Publisher and Store Deliver It All?

Emiko Usui
Director of Publications, Museum of Fine Arts, Boston, Moderator

Gwendolyn H. Goffe
Retired Associate Director, Investment and Finance, Museum of Fine Arts, Houston

Stuart Hata
Director of Retail Operations, Fine Arts Museums of San Francisco

Susan Rossen
Publishing Consultant and Editor, Chicago

3:15–5:00 pm
Plenary concluding session

One Size Does NOT Fit All: Interpretive Materials and the Visitor Experience

Curtis Scott
Associate Director for Publishing and Communications, Princeton University Art Museum, Moderator

Juliette Fritsch
Chief of Education and Interpretation, Peabody Essex Museum

Georgia Krantz
Senior Education Manager, Adult and Access Programs, The Solomon R. Guggenheim Museum

Elizabeth Neely
Director of Digital Information and Access, The Art Institute of Chicago

Susan Wigodner
Exhibition Coordinator, National September 11 Memorial & Museum

Sunday, June 15

10:00 am
Tour of the Museum of Fine Arts, Boston (optional)

Private tour of the Art of the Americas Wing at the Museum of Fine Arts with Dennis Carr, Carolyn and Peter Lynch Curator of American Decorative Arts and Sculpture, and Emiko Usui, Director of Publications (limited space, advance registration required)
General Information

Dates
The 16th National Museum Publishing Seminar will run Thursday through Saturday, June 12–14, 2014.

Location
The Boston Park Plaza Hotel
50 Park Plaza at Arlington Street
Boston, MA 02116
Phone: 617-426-2000

Tuition
Tuition for the seminar is $600 on or before April 11, 2014, $650 after April 11, and $700 after May 30. Tuition includes admission to all seminar activities, materials, the receptions on Thursday and Friday evenings, and the luncheon on Saturday. Full-time students are eligible for the discounted registration rate of $250. Please call 773-702-2768 for student registration.

Registration
Please register online at grahamschool.uchicago.edu/museumpublishingseminar. The general seminar registration and the optional tour of the MFA, Boston, are listed as separate courses: the seminar registration course number is MUSMPS 14S1; the optional tour course number is MUSMPS 14S4. Please register accordingly. For those unable to register online, please call 773-702-1722.

If your organization should be billed for your tuition, please email Nicole Yagoda: nyagoda@uchicago.edu. Payment must be received prior to the start of the seminar in order to be considered a registrant. Please register early.

Cancellation Policy
Each cancellation is subject to a $75 cancellation fee. Cancellations received after June 1, 2014, are subject to forfeiture of the full tuition fee. All cancellations must be confirmed in writing.

Nonpayment of tuition does not exempt individuals from the cancellation fee. Prior to the start of the seminar, substitution of another participant from the same organization may be made at no additional charge.
**Making Your Hotel Reservation**

The University of Chicago Graham School has reserved a block of rooms at The Boston Park Plaza Hotel for the reduced rate of $229 per night, single or double occupancy. That block of rooms will be released on Friday, May 16, 2014, so make your reservations early. You must make your reservations directly with the hotel either by telephone (800-225-2008) or through the hotel’s Web site: www.bostonparkplaza.com. To get the reduced rate online, please use the group code of NMP. The reduced rate is available the nights of Wednesday, June 11, through Monday, June 16, 2014.

**Transportation**

Boston is served by Logan International Airport. You have several options when arriving at the Airport: Airport Cab Service (meter rate); Ultimate Shuttle—ultimateshuttle.com; or Boston’s subway, the “T” (not a direct route; see mbta.com for maps). The hotel is located at the Arlington stop on the Green Line or three blocks from the Back Bay stop on the Orange Line. Please check the Boston Park Plaza site for detailed instructions on how to reach to the hotel by car from local highways.

**For further information, please contact:**

Nicole Yagoda  
The University of Chicago  
Graham School of Continuing Liberal and Professional Studies  
Tel. 773-702-2768  
Email: nyagoda@uchicago.edu
The National Museum Publishing Seminars are supported by and benefit from a growing list of sponsors. These organizations serve the museum publishing community by providing paper, printing, photographic expertise, design, writing, packaging, and other services. It is with pleasure that we thank the following sponsors:

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Barcelona, Spain
VeronaLibri
Verona, Italy
Villanti Printers
Milton, VT

Puritan Capital, New Hampshire, generously supported the printing of this brochure. Design by Emily Larsen, Peabody Essex Museum.

Planning Committee
The NMPS extends thanks and appreciation to the 2014 planning committee for its help in creating this year’s event. Our thanks go to:

Kathy Fredrickson, Peabody Essex Museum
Johanna Halford-MacLeod, The Barnes Foundation
Kineret S. Jaffe, University of Chicago Graham School
Kara Kirk, Getty Publications
Elizabeth Levy, The Solomon R. Guggenheim Museum
Marissa Love, University of Chicago Graham School
Curtis Scott, Princeton University Art Museum
Michael Sittenfeld, The Metropolitan Museum of Art
Emiko Usui, Museum of Fine Arts, Boston
Nicole Yagoda, University of Chicago Graham School
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